



WPTV

ORDER

Print Date 09/13/12

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Flight Dates **09/20/12-10/03/12**

Contract / Revision **310539 /**

Original Date / Revision
09/10/12 09/12/12

Advertiser **Aronberg / Democrat / Attor**

Agency **Rindy & Associates Inc**

Buying Contact

**2401 E Sixth St
Ste 1003
Austin, TX 78702**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Dave Aronberg for State Attorney

Agency Com 15%

Billing Contact

**2401 E Sixth St
Ste 1003
Austin, TX 78702**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **DAronberg-01/2012**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	79	\$41,565.00	\$48,900.00	0.00
October 2012	22	\$12,920.00	\$15,200.00	0.00
Totals	101	\$54,485.00	\$64,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	79	\$41,565.00	\$48,900.00
10/01/12	10/03/12	22	\$12,920.00	\$15,200.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/20/12	09/23/12	M-F 430-5a M-F 430-5a	CM	430-5a	---TF--	:30	1	\$60.00	P-1	0.00 NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---TF--				1		\$60.00		0.00		
N 2	WPTV	09/20/12	09/23/12	M-F 5-6a M-F 5-6a	CM	5-6a	---TF--	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---TF--				1		\$250.00		0.00		
N 3	WPTV	09/20/12	09/23/12		CM	6-7a	---TF--	:30	1	\$725.00	P-1	0.00 NM	1	\$725.00



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Print Date: 09/13/12

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Contract / Revision **310539** Flight Dates **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7a M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$725.00		0.00			
N 4	WPTV	09/20/12	09/23/12	M-F 7-9a M-F 7-9a	CM	7-9a	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$1,500.00		0.00			
N 5	WPTV	09/20/12	09/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	---TF--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$400.00		0.00			
N 6	WPTV	09/20/12	09/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	---TF--	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$325.00		0.00			
N 7	WPTV	09/20/12	09/23/12	M-F 11-12n M-F 11-12n	CM	11a-12p	---TF--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$250.00		0.00			
N 8	WPTV	09/20/12	09/23/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	---TF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$200.00		0.00			
N 9	WPTV	09/20/12	09/23/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	---TF--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$450.00		0.00			
N 10	WPTV	09/20/12	09/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$650.00		0.00			
N 11	WPTV	09/20/12	09/23/12	M-F 530-6p M-F 530-6p	CM	530-6p	---TF--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$650.00		0.00			
N 12	WPTV	09/20/12	09/23/12	M-F 6-630p M-F 6-630p	CM	6-630p	---TF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$900.00		0.00			
N 13	WPTV	09/20/12	09/23/12	M-F 630-7p M-F 630-7p	CM	630-7p	---TF--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$3,000.00		0.00			
N 14	WPTV	09/20/12	09/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	---TF--	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$950.00		0.00			
N 15	WPTV	09/20/12	09/23/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---TF--	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$1,400.00		0.00			



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Contract / Revision **310539** **Flight Dates** **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** **Product** **Dave Aronberg for State Att** **Estimate #** **DAronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	09/20/12	09/23/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---TF--	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--					1	\$1,400.00		0.00			
N 16	WPTV	09/20/12	09/23/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---TF--	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--					1	\$275.00		0.00			
N 17	WPTV	09/22/12	09/22/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
N 18	WPTV	09/22/12	09/22/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$450.00		0.00			
N 19	WPTV	09/22/12	09/22/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$550.00		0.00			
N 20	WPTV	09/22/12	09/22/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
N 21	WPTV	09/22/12	09/22/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$400.00		0.00			
N 22	WPTV	09/23/12	09/23/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$250.00		0.00			
N 23	WPTV	09/23/12	09/23/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$275.00		0.00			
N 24	WPTV	09/23/12	09/23/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$550.00		0.00			
N 25	WPTV	09/23/12	09/23/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
N 26	WPTV	09/23/12	09/23/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$250.00		0.00			
N 27	WPTV	09/23/12	09/23/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **310539** Flight Dates **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **Daronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WPTV	09/23/12	09/23/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$400.00		0.00			
N28	WPTV	09/24/12	09/28/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	4	\$60.00	P-1	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$60.00		0.00			
N29	WPTV	09/24/12	09/28/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$250.00		0.00			
N30	WPTV	09/24/12	09/28/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$725.00		0.00			
N31	WPTV	09/24/12	09/28/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$750.00		0.00			
N32	WPTV	09/24/12	09/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$400.00		0.00			
N33	WPTV	09/24/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$325.00		0.00			
N34	WPTV	09/24/12	09/28/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$250.00		0.00			
N35	WPTV	09/24/12	09/28/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$200.00		0.00			
N36	WPTV	09/24/12	09/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$450.00		0.00			
N37	WPTV	09/24/12	09/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$650.00		0.00			
N38	WPTV	09/24/12	09/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$1,600.00		0.00			
N39	WPTV	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/13/12

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Contract / Revision **310539** Flight Dates **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N39	WPTV	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$900.00		0.00			
N40	WPTV	09/24/12	09/28/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$3,000.00		0.00			
N41	WPTV	09/24/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$950.00		0.00			
N42	WPTV	09/24/12	09/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$725.00		0.00			
N43	WPTV	09/24/12	09/28/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$275.00		0.00			
N44	WPTV	09/29/12	09/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00			
N45	WPTV	09/29/12	09/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
N46	WPTV	09/29/12	09/29/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$850.00		0.00			
N47	WPTV	09/29/12	09/29/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
N48	WPTV	09/29/12	09/29/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
N49	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$250.00		0.00			
N50	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$275.00		0.00			
N51	WPTV	09/30/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$550.00		0.00			



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Contract / Revision **310539** Flight Dates **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N51	WPTV	09/30/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$550.00		0.00			
N52	WPTV	09/30/12	09/30/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
N53	WPTV	09/30/12	09/30/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$250.00		0.00			
N54	WPTV	09/30/12	09/30/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00			
N55	WPTV	10/01/12	10/03/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTW----	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$100.00		0.00			
N56	WPTV	10/01/12	10/03/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTW----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$350.00		0.00			
N57	WPTV	10/01/12	10/03/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTW----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$900.00		0.00			
N58	WPTV	10/01/12	10/03/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTW----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$950.00		0.00			
N59	WPTV	10/01/12	10/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTW----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$550.00		0.00			
N60	WPTV	10/01/12	10/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTW----	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$475.00		0.00			
N61	WPTV	10/01/12	10/03/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTW----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$350.00		0.00			
N62	WPTV	10/01/12	10/03/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTW----	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$425.00		0.00			
N63	WPTV	10/01/12	10/03/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTW----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **310539** Flight Dates **09/20/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Aronberg / Democrat / Atto** Product **Dave Aronberg for State Att** Estimate # **DAronberg-01/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N63	WPTV	10/01/12	10/03/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTW----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$600.00		0.00			
N64	WPTV	10/01/12	10/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$950.00		0.00			
N65	WPTV	10/01/12	10/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTW----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					2	\$950.00		0.00			
N66	WPTV	10/01/12	10/03/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTW----	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$1,325.00		0.00			
N67	WPTV	10/01/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTW----	:30	1	\$2,150.00	P-1	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$2,150.00		0.00			
N68	WPTV	10/01/12	10/03/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTW----	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$775.00		0.00			
N69	WPTV	10/01/12	10/03/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTW----	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$1,025.00		0.00			
N70	WPTV	10/01/12	10/03/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTW----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					1	\$475.00		0.00			
Totals														101	\$64,100.00